

B5 14. (Amended) The method of Claim 10, wherein said audio signal output comprises:

a sound effect selected from the group consisting of clapping, whistling, audible tones, subaudible tones, superaudible tones or a combination thereof.

REMARKS

Applicants have carefully reviewed the Office Action dated November 27, 2001. Applicants have amended Claims 1, 2, 4, 7, 8, 10, 11, 13 and 14 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Claims 1-2, 5-11, 13 and 15 are rejected under 35 U.S.C. Sec. 102(b) as being anticipated by U.S. Pat. No. 5,438,355, *Palmer*. Claims 3 and 12 are rejected under 35 U.S.C. Sec. 103(a) as being unpatentable over *Palmer* as applied to Claims 2 and 11 respectively and further in view of U.S. Pat. No. 5,579,124, *Aijala et al.* Claims 4 and 14 are rejected under 35 U.S.C. Sec. 103(a) as being unpatentable over *Palmer* as applied to Claims 1 and 10 respectively and further in view of U.S. Pat. No. 5,947,746, *Tsai*.

Regarding Claims 1 and 10 as amended, their rejection is respectfully traversed as follows. *Palmer* does not disclose a system or method for launching an advertisement on a computer; rather, *Palmer* discloses a system which encodes a program identification code (PIC) in the vertical interval of a television or video signal. Upon a viewer signal, the PIC is transmitted to a central exchange together with a console ID code (CIC). The central exchange transmits program data corresponding to the PIC code to the viewer identified by the console identification code (CIC), via fax or cable, to fulfill the view request. The computer (42) in *Palmer* does not have an "audio input interface" as required by Applicants' Claim 1. Further, *Palmer* does not disclose an "audio output acoustically coupled from a receiver of a broadcast source to said audio input interface for providing an audio signal having encoded therein an advertisement." The features underlined are all absent from *Palmer*. Therefore, *Palmer* is not capable of "reproducing said advertisement" upon said display. Since the cited reference fails to disclose several elements of Applicants' Claim 1 as amended, the

AMENDMENT AND RESPONSE

S/N 09/382,374

Atty. Dkt. No. PHL-Y-24,736

Applicants respectfully request the withdrawal of this rejection and the allowance of Claim 1 as amended.

Claim 10, which recites a method for launching an advertisement on a computer using the structure recited in Claim 1, is likewise distinguishable from the cited reference for the same reasons. Applicants respectfully request the withdrawal of this rejection and the allowance of Claim 10 as amended.

Regarding Claims 2, 5-9 (dependent on Claim 1) and 11, 13 and 15 (dependent on Claim 10) also rejected under *Palmer*, these rejections are moot because all the dependent claims contain the limitations of the respective base claims already shown hereinbefore to be patentably distinct from the cited art of record. Withdrawal of these rejections and full allowance of Claims 1-2, 5-11, 13 and 15 is respectfully requested.

Regarding Claim 3, rejected as being unpatentable over *Palmer* as applied to Claim 2 in view of *Aijala et al.*, this rejection is respectfully traversed as follows. As shown hereinabove, *Palmer* is deficient in a number of elements of the Applicants' base Claim 1 and of dependent Claim 2 which contains the limitations of Claim 1. While it may be correct that *Aijala et al.* discloses an audio circuit coupled to a microphone, an output and an A/D converter coupled to said output, which are limitations of Claim 3, this disclosure is insufficient to cure the deficiencies of *Palmer* noted hereinabove. Applicants respectfully request the withdrawal of this rejection and the allowance of Claim 3.

Regarding Claim 4, rejected as being unpatentable over *Palmer* as applied to Claim 1 in view of *Tsai*, this rejection is respectfully traversed as follows. As shown hereinabove, *Palmer* is deficient in a number of elements of Applicants' base Claim 1. While it may be correct that *Tsai*, according to the cited passages, discloses a system that can synthesize a musical sound and mix it with a vocal sound, the cited passages do not disclose "an advertisement coupled with a sound effect selected from the group consisting of clapping, whistling, audible tones, subaudible tones, superaudible tones or a combination thereof" as recited in the Applicants' Claim 4 as amended.

AMENDMENT AND RESPONSE

S/N 09/382,374

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VERSION WITH MARKINGS TO SHOW CHANGES MADE

1. (Amended) A system for launching an advertisement on a computer, comprising:
- a computer having an audio input interface and a display;
 - an audio output acoustically coupled from a receiver of a broadcast
 - 5 source to said audio input interface for providing an audio signal having encoded therein an advertisement; and
 - a program operable on said computer and responsive to said audio signal output from said receiver of said broadcast source for reproducing said advertisement upon said display.
2. (Amended) The system of Claim 1, wherein said audio input interface comprises:
- a circuit for converting said audio signal output coupled from said receiver of said broadcast source into digital form for processing by said computer.
4. (Amended) The system of Claim 1, wherein said audio signal comprises:
- an advertisement coupled with a sound effect selected from the group [including] consisting of clapping, clicking, whistling, audible tones, subaudible tones, superaudible tones or a combination thereof.
7. (Amended) The system of Claim 1, wherein said advertisement includes:
- information selected from the group [including] consisting of product identity, product description, manufacturer identity, advertising messages or program execution commands.
8. (Amended) The system of Claim 1, wherein said program comprises:
- a program for accessing advertising information coupled from [a] said

receiver of said broadcast source;

5 means for decoding advertising information encoded in said audio
signal; and
means for launching said advertisement on said display of said
computer.

10. (Amended) A method for launching an advertisement on a computer
comprising the steps of:

5 providing a computer having an audio input interface responsive to an
audio signal output from a receiver of a broadcast source and a display coupled to the
computer;

receiving the audio signal output having advertising information
encoded therein at the audio input interface and decoding the advertising information
for processing by the computer; and

10 initiating execution of a program on the computer responsive to the
audio signal having the encoded advertising information.

11. (Amended) The method of Claim 10, wherein the step of providing a
computer comprises the steps of:

5 providing an audio input interface for receiving the audio signal
output from the receiver of the broadcast source;

converting the received audio signal to a form readable by the
computer; and

transmitting converted audio signal information to the computer.

13. (Amended) The method of Claim 10, wherein the step of receiving
comprises the steps of:

receiving a broadcast or recorded program source having encoded
therein advertising information selected from the group [including] consisting of

5 product identity, product description, manufacturer identity, advertising messages or
program execution commands.

14. (Amended) The method of Claim 10, wherein said audio signal output
comprises:

a sound effect selected from the group [including] consisting of
clapping, whistling, audible tones, subaudible tones, superaudible tones or a
5 combination thereof.